

In the claims:

1. (Amended) A method [for] of creating a television presentation enhancement comprising:
accessing a platform independent enhancement file containing elements, [and]
attributes of said elements, and trigger information specifying at least one event wherein said
enhancement is rendered in synchrony with at least one image of a video presentation;

5 applying a first parsing script to said enhancement file to produce a first output
file that [may be viewed using] provides rendering of said enhancement in synchrony with
said at least one image in a web browser [and] having an embedded media player; and

10 applying a second parsing script to said enhancement file to produce a second
output file that provides rendering of said enhancement in synchrony with said at least one
image on a [may be viewed with a set top box] specific television platform.

5. (Amended) The method of claim 1 wherein said step of applying a second parsing script
further comprises:

 specifying [an HTML version] a version of HTML for said second output file.

10. (Amended) The method of claim 1 [further comprising:

 storing said second output file.] wherein said enhancement file contains a change
text function.

12. (Amended) The method of claim 1 wherein accessing said enhancement file further
comprises:

 accessing a database containing user and project administration information, page
layout information and trigger creation information.

5 13. (Amended) [A method for creating a television presentation enhancement comprising:]
The method of claim 1 further comprising:

 editing [a] said platform independent enhancement file to specify elements and
attributes of said elements.

5 [applying a first parsing script to said enhancement file to produce a first output file that may be viewed using a web browser and media player; and

applying a second parsing script to said enhancement file to produce a second output file that may be viewed with a set top box.]

14. (Amended) A parser for producing a platform specific television enhancement file comprising:

5 a function [to access] that accesses a platform independent file containing project information, a description of an element, the position of said element, and a time at which said element may be rendered.

a function [to create] that creates an HTML header containing said project information; [and]

a function [to place] that places said position of said element between division tags in an HTML output file if said element is either a text element or a graphic element;

10 a function [to insert javascript] that inserts JavaScript code if said element is an imported element.

a function [to embed] that embeds a media player in an HTML file if said element is a television element;

15 a function [to update] that updates an address at which said element may be accessed; and

a function [to create and store] that creates and stores triggers in a [javascript] JavaScript array.

17. (Amended) A television enhancement produced by the steps of:

5 accessing a database [to accesses] containing a platform independent enhancement file [containing] comprising elements, [and] attributes of said elements, and trigger information specifying at least one event when said enhancement is rendered in synchrony with a video presentation;

selecting one parsing program from a plurality of parsing programs, each parsing program supporting a specific platform;

10 parsing said platform independent enhancement file using said one parsing
program to produce an output file that may be viewed with a [set top box] specific
platform; and

saving said output file.

20. (Amended) A system for developing television enhancements comprising:

a computer;

a database;

a web browser; [and]

5 a first parser [operable to parse] that parses a platform independent enhancement
file contained in said database and [to produce] that produces an output that may be viewed
employing said browser ; and

10 a second parser that parses said platform independent enhancement file contained
in said database and that produces an output that may be viewed employing a specific
television platform.

21. (Amended) The [system] first parser of claim 20 further comprising:

5 a [parser] component [operable to enable display of] that embeds a media player
in said browser if said enhancement file contains an element representative of a television
image.

22. (Amended) The system of claim 20 wherein said parser [is operable to create an output
file for a specific platform.] scans a list of elements and produces a change text function
for elements with a text area tag.

23. The method of claim 1 wherein said first parsing script includes a routine that scans a list
of elements and produces a change text function for elements with a text area tag.

24. The method of claim 1 wherein said second parsing script includes a function to translate
a color value dependent on said specific television platform.

25. The parser of claim 14 further comprising:

a routine that scans a list of elements and produces a change text function for elements with a text area tag.

26. The parser of claim 14 further comprising:

a routine that translates a color value dependent on a specific television platform.

27. The parser of claim 21 wherein said television enhancement file further comprises:

an element that specifies a screen location for a media player.